

62 1958

You'll Get Hundreds And Hundreds Of Glorious Blossoms This Summer and Fall From Super-Blooming Beauties Like These

All 6 Plants In Your June-To-Frost Chrysanthemum Collection Guaranteed To Bloom! See Double-Guarantee Of Satisfaction On Enclosed Order Form — Then Act At Once. Supplies Limited — Offer Closes Soon!

You'll enjoy brilliant masses of white, red and gold flowers now and for years to come. And they multiply to give you thousands more beautiful blossoms year after year! You get 6 top-quality, sturdy, well-rooted plants in your June-to-Frost collection, and of course, the spectacular Horace Read shown on reverse side is included in each offer! Each plant is individually labelled and packaged in a new moisture-

retaining wrap that keeps plants fresh, moist and actually growing while en route to you . . . assures arrival in tip-top condition and green, leafy growing vigor. Each plant we ship you is guaranteed to bloom on our traditional money-back or replacement guarantee plainly printed on enclosed order form.

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A FEW MINUTES TO PLANT — FOR 6 MONTHS OF BREATHTAKING BEAUTY YEAR AFTER YEAR!

Picture the incredible 6-month shower of beauty that now awaits you! It means that this summer and fall your garden will come alive with a spectacular array of chrysanthemums that *actually bloom by the bushel basket* . . . bloom into colorful masses so densely packed with flowers you'll barely see a leaf show . . . bloom into flowering hedges so afire with brilliance they'll turn your yard or garden into one of the beauty spots of your neighborhood.

And you can do it all with just 6 plants we send you (enough for a continuous living wall of flowers 12 to 15 feet long). And you can do it in just 20 minutes, whether you're an expert gardener or the greenest beginner. Because they're shipped to you *ready-to-plant* in "grow en-route" containers, and it only takes a few minutes to scoop out a few holes and plant them.

YOU MUST PLANT NOW FOR EARLIEST, FULLEST BLOOM!

It means that beginning this June, while your neighbors are still setting out plants and bulbs . . . your chrysanthemum collection is already starting to flood your porch, your driveway, your flower beds or circles with vivid masses of color!

And it means that in late fall, after dazzling you with a continuous display of hundreds upon hundreds of luscious blossoms, your collection will **STILL BE IN BLOOM**, with an even deeper fire and brilliance as frost tinges the petals, as snow starts to fly!

Think of it! Huge mounds of flowers the size of a bushel-basket erupting in your garden one after the other from summer 'til snow. Sunbursts of golden blossoms adorning your walks! Masses of gorgeous red flowers glistening in matched pairs against the lush green background of your lawns and evergreens! Knee-deep in bloom — stretching so wide you can't get your arms around them! *Yours this summer — if you reserve your dream garden collection today!*

© 1958 Lakeland Nurseries Sales, Garden City, N. Y.

Be First In Your Neighborhood To Grow This Spectacular

June-to- Frost Collection

Obtainable Only From
Lakeland Nurseries Sales
**ACT NOW TO RESERVE YOUR COLLECTION
BEFORE SUPPLIES RUN OUT**

MARDI-GRAS (Propagating rights reserved)

New '58 Sensation — Amazing 3-Color Mum!

Flame-Red! Burnt Orange! Gold! Picture all three colors in bloom at one single time! Mardi-Gras bursts into orange-hued beauty from sparkling red buds . . . and then unbelievably changes color again to a bright splash of gold as the blossoms fully unfold! Hundreds of dazzling 3" blooms this season — many, many more next year — will cause a sensation wherever it's introduced into a neighborhood!

EARLY CRIMSON

Spectacular Long-Season Red-Red Mum!

How this fiery red beauty will flame in your garden right up to frost and snow . . . and even later. Covers itself with masses of flowers first season planted — blooms so densely you can cut a complete bouquet from a single plant once a week and scarcely notice the difference! A startling picture of beauty when blooming against the first light snows of winter!

MOONLIGHT

New Hybrid Beauty By Horace Read

Here's another new departure in June-blooming chrysanthemum beauty—our enormous cream-yellow, double-flowering Shasta Daisy—Moonlight! As blossoms open, entire plant leaps into a glittering sunburst of beauty stretching about 2½ ft. high, up to 2 ft. wide; nearly double in width and amount of blooms next year. Blossoms approx. 4½ breathtaking inches across, shading to lighter tones at tips of petals.

FROLIC (Propagating rights reserved)

New Flame-Pink Hybrid! Imagine 750 Blossoms Like This On A Single 1st Year Plant!

Picture this delightful show-off brightening a drab spot in your garden as gay, perfect blossoms pop up by the hundreds! Each flower-head is a joy to behold; fluffy, piled high with lush layers of petals, curving like a puffball to create its exquisite pom-pom shape. A blushing mass of flame-pink beauty; so free-flowering each stem a complete bouquet in itself. (We've actually counted 750 blooms on a single 1st year plant!)

Bloom Like No Other Chrysanthemums In History!

Longest-Blooming! Lavish-Flowering! Plus Dramatic New Hybrids The World Has Never Seen Before! The Loveliest Chrysanthemum Collection That Man Ever Dreamed Of—Or Nature Ever Created!

Order Your 6-Plant Collection Today!

If we had 5 times more of these super-blooming chrysanthemums, we couldn't begin to fill the tremendous demand. Supplies are necessarily restricted by the limited number of plants we have been able to produce thus far, and we know every available plant will be snapped-up by eager flower lovers within the next 10 days or so. Unless you order your June-to-frost collection within the next few days, there is no practical way we can fill your order with all varieties shown.

• Money-Back Guarantee •

Act today and we will ship you a choice collection of 6 June-to-Frost chrysanthemums for only \$4.95 complete! Each plant is individually packed and labelled in a special humidifying container to reach you in tip-top planting condition. We guarantee your complete satisfaction — your money back in 10 days or your plants replaced free of charge anytime within 60 days, if you prefer. So for the garden of your dreams, for fabulous flowers that bloom by the thousands year after year, mail no-risk coupon at once! This is your only chance to order!

LAKELAND NURSERIES SALES, GARDEN CITY, N. Y.

THIS PHOTO-GRAPH BELOW, taken on July 3rd, shows the striking beauty, enormous size and lovely petal formation of our Horace Read Shasta Daisy. A true member of the Chrysanthemum Maximum family, all we have room to show you is a single cluster of flowers. In full size, it would run right off this page, as each magnificent flower stretches about 4 full inches across . . . sometimes even larger. So imagine how beautiful the entire plant will look in your garden — a snowy mound of glacier-white blossoms from June to September!

Did you ever hear of chrysanthemums that start blooming in June? This living wall of chrysanthemums includes superblooming varieties that actually burst into bushel baskets of bloom beginning in June... and bloom again and again in brilliant masses of color in July, August, September... at a time when most ordinary chrysanthemums haven't even begun to open their first buds! Wouldn't you like to see a continuous succession of chrysanthemum bloom in your garden beginning this June — only a few short weeks from now? For news of the most exciting flower offer in years, read fascinating details below!

Why Wait 'Til September?

THESE CHRYSANTHEMUMS START BLOOMING IN JUNE

Gardener's Dreams Come True As Chrysanthemum Collection Blooms By The Hundreds From June 'Til Snow —

One of the world's largest, most beautiful Hybrid Chrysanthemums, Shasta Daisy, hailed as a triumph of plant breeding

We live in an age of plant wonders! We live in an age when science has perfected potatoes (potatoes that actually grow from tomato vines) — when huge rose-like flowers now bloom on crabapple trees — when experimental carnations now bloom outdoors in winter! And perhaps even less known to gardeners... **June-blooming chrysanthemums!**

Yes, this summer, how would you like to flood your garden with the fiery color and brilliance of an amazing new collection of hybrid chrysanthemums that simply can't wait until September to start blooming... that start to shower your landscape with bursting masses of color beginning this June... and then, like a miracle, bloom again and again by the hundreds.

Think of it! Chrysanthemums so new, so different that some varieties are now available for the first time in history! Chrysanthemums that give you a never-ending succession of living color and beauty in June, July, August, September, October, November, right up to frost! Chrysanthemums with such lavish blooming power you can set your landscape ablaze with 400 — 500 — even 750 flowers from one single plant—the entire plant flaming into a gigantic fireball the huge size of a bushel basket! And even more astounding —

you'll watch a fantastic new hybrid burst into red, yellow and orange blossoms — **3 different-colored flowers all blooming at the same time** — on one single bush — while each plant is completely covered with solid masses of flowers!

Your Neighbors Won't Believe Their Eyes Come June!

They'll stare in awe and wonder as your first bushel-baskets of color unfold! Not just a few blossoms that you'll find here and there... that's not what we mean by "June blooming." We mean blossoms by the bushel-basket! Gleaming masses of flowers spreading so wide you can't get your arms around them! Some with white blossoms 4 inches across that cluster into flowering snowballs up to 2½ feet wide! Some like color-splashed mounds of gold measuring a full 6 to 8 feet around, that rebloom all summer long! Just imagine picking gorgeous chrysanthemum sprays right through June, July, August, September as fresh flowers erupt almost daily. And while friend after friend exclaims: "Are they really chrysanthemums? How is it possible? What's your secret?"

How The Hybrid June-Blooming Chrysanthemum Came Into Being

For the past 1,000 years, ever since the first giant chrysanthemum appeared in Japan, plantsmen the world over had attempted to lengthen its glorious, though short-lasting bloom. But as the science of plant hybridizing developed, there came the discovery that caused even some scientific minds to snicker, "You might as well try to stop the sun in the sky!"

For it was discovered that the chrysanthemum's blooming period was controlled by the sun. That as daylight grows shorter in Autumn, a

mysterious inherited factor tracing back millions of years, causes the blossoms to open.

But as time went by, botanists uncovered an even more astonishing fact! While studying the structure of an unusual daisy-like flower, they made the startling discovery that this flower not only possessed the structure of a chrysanthemum... but actually was a primitive form of chrysanthemum! Yet unlike a typical mum, it didn't wait until September to open... but burst into bloom in June!

What Plant Breeders Discovered

From this one plant they took its early June bloom, from another type its huge size of bloom, and crossbred them into strangely beautiful, new hybrid flowers. Then from still another strain they now bred in hardiness... and from yet another its lavish clusters of blossoms.

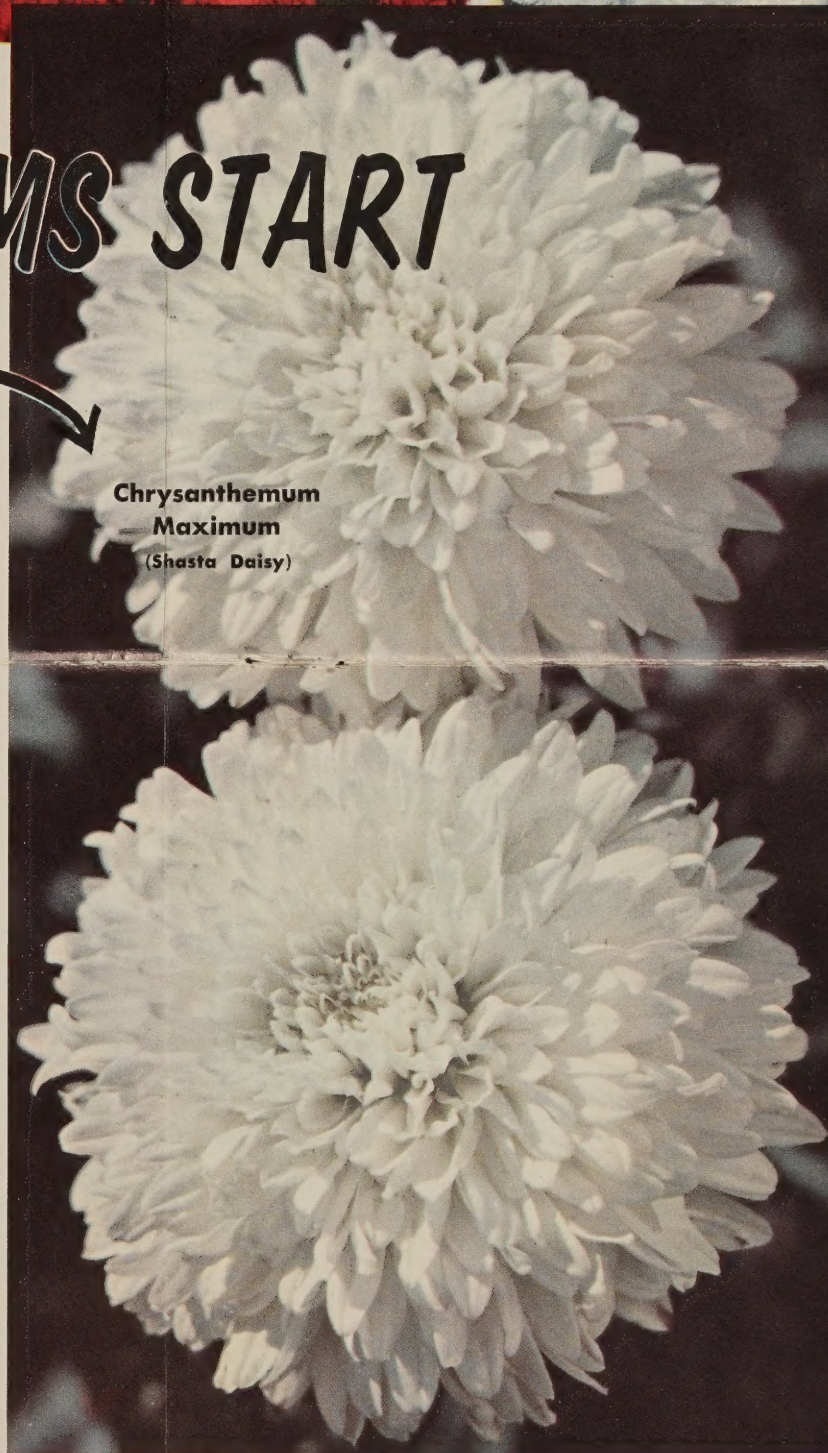
Finally, after years of work, thousands of experiments, they discovered how to penetrate the mysteries of nature and change the white blossoms to yellow, single blossoms to doubles, and then as many as 3, 4 and even 5 flowers where only one bloomed before... flowers a full 1½ times larger than these plants had ever produced before!

Through selective crossbreeding they developed new strains... toughened them... made them burst into bloom through fierce summer heat and autumnal chill... made them blossom again and again until they formed thick solid masses of flowers... and they made these masses of flowers hold their bloom even longer!

Imagine Flowers Like These In Your Garden This Summer!

On one type, the gigantic **Chrysanthemum Maximum** (Shasta Daisy) shown above, they developed enormous blossoms a full 4 inches across... that beginning in June erupt into huge hand-sized masses of silver-sheen blossoms set against glossy, almost iridescent leaves... and that are still merrily blazing away in September while many ordinary chrysanthemums haven't even opened their buds!

Another variety gives you a dazzling show of gold-splashed blossoms this June to September... blossoms up to 4 and even 5 full inches across... almost as large and colorful as a florist's mum worn at a football game! And borne in stunning masses of 3, 4, even 5 flowers to a single cluster.



Chrysanthemum Maximum
(Shasta Daisy)

Actual Size of Bloom Plant Patent #465

You are now looking at one of the greatest triumphs in plant-breeding history—a **HYBRID JUNE-BLOOMING CHRYSANTHEMUM!** Shown above, the Horace Read Shasta Daisy (*Chrysanthemum Maximum*) produces a massive show of glacier-white 4" blossoms in June, July, August and September!

Named for its creator, the internationally-famous hybridizer Horace Read of England, these exquisite, pure white blossoms would be the prize showpiece in any connoisseur's Fall chrysanthemum garden. But blooming as they do all summer long beginning this June... their performance in your garden is simply astounding! Produced on long graceful stems, the perfectly-formed flowers are ideal for cutting, and like all chrysanthemums, keep their gay, colorful freshness up to 2 weeks in your home without fading!

Colorful Red, Pink and Gold Varieties Extend Continuous Show of Bloom of Your June-to-Frost Collection

Now, after years of research comes a brilliant new triumph of plant breeding called Frolic... a sparkling new pom-pom that puts on such a showy display of flame-pink blossoms (about 600 to 700 blossoms the 1st season alone) its ravishing beauty can be seen a full block away!

And to complete your continuous succession of bloom and color, now comes our most colorful triumph of all... our new 1958 wonder-blooming **3-color chrysanthemum, Mardi-Gras!** Turn this page to the

picture of Mardi-Gras. Your own eyes will tell you that only in dreams before could you imagine chrysanthemums that flame open from red-red buds into glorious orange-hued blossoms... and then magically change color again to dazzling yellow when blossoms are fully open! One single plant that blooms in virtually any soil... that can easily give you up to 300, even 400 flowers about 3 inches across this growing season... a sheer flamburst of color-splashed blossoms stretching about 2 feet high and 2 feet across this year... double that flowering area next year... with countless more thousands of blossoms for you, year after year!



THIS IS "EARLY CRIMSON"

Picture 500 flowers blazing in the sun like a beautiful ball of fire! Gorgeous arrays of bloom borne right up to snow make **EARLY CRIMSON** the flaming showpiece of your June-to-frost collection!

You Can't Get This Collection Anywhere Else! SUPPLIES LIMITED! To Reserve Your 6-Plant Dream Garden Collection... ORDER TODAY

lakeland nurseries sales

garden city, new york

The time is so short for you to accept this extraordinary flower offer that I enclose an Air Mail Reply Envelope which needs no stamp so that you may act at once before our limited supplies run out!

Dear Friend:

A few weeks from now, how would you like to see a flowering miracle come to life in your garden? A few weeks from now, how would you like to walk into your garden and find it already aglow with perhaps the most beautiful and remarkable flowers you have ever seen in your life--flowers that you may never have dreamed existed--

chrysanthemums that can't wait until September or October to start blooming--CHRYSANTHEMUMS
THAT START BLOOMING IN JUNE!

Just Imagine--A Succession of Chrysanthemum
Blooms from June to Frost in Your Garden!

Because as you look over the photographs in the enclosed flower brochure--as you read the thrilling story of how botanists actually changed nature to make their dreams of fantastic new flower beauty become a reality--I want you to imagine that your June-to-Frost Chrysanthemum collection is already agleam in your garden...

...that you are staring in sheer astonishment as your first bushel baskets of chrysanthemums erupt into bloom...fresh, sparkling blossoms up to 4 and even 5 glorious inches across, growing in huge, luscious clusters like bouquets on a stem! And that your landscape is already alive with glittering, color-splashed masses of flowers that burst

into bloom 3 months ahead of your neighbor's traditional mums!

Imagine! Chrysanthemums that burst into bloom by the hundreds, that blossom again and again into vivid mounds of beauty in June, July, August, September, October, November, right up to frost...a never-ending succession of bloom and beauty that will drench your garden with dazzling color 6 months of the year! Including varieties so utterly amazing...so different...and possessed of such fantastic blooming power that they never existed in any home garden on earth before 1958.

**Limited Number of Plants Available to Gardeners
On This Thrilling First-Time Offer**

And because this spectacular chrysanthemum collection is still so new--because it will take years before we can possibly grow enough plants to fill even a portion of the already enormous demand--this spring we can only supply those gardeners who recognize the unique and unusual--who visualize the startling flowering beauty that awaits them this summer and for years to come--and who act immediately!

**Garden Wonders Await You--When You Accept
This Offer Now!**

Plant now, and suddenly, beginning this June, you'll be delighted to see your chrysanthemum collection start on a breathtaking blooming spree. You'll see your beds and borders come alive with gleaming arrays of flowers! Plant them as stunning showpieces against your foundations, along your walks, driveway or terrace--in any barren spot that needs brilliant outbursts of color--and they'll reward you with a massive show of blossoms all summer long!

**Yours--Hundreds Upon Hundreds of Flowers
This Growing Season For Less Than 1/3 of
A Penny A Bloom! Thousands More Year After Year**

And now, do you realize what this development means to you, if you are a person who loves to surround your home with flowers? It means that this summer and fall you can make your garden the showplace of your community with living hedges of flowers, as mass after mass of chrysanthemums explode into bloom! Snowy white, flame-red and gold-colored blossoms that glitter in your garden month after month after month...so afire with brilliance, no artist can capture their beauty!

It means that you can pick flowers by the basketful...actually fill every room in your house with

color...and still see fresh masses of buds unfold into bloom again inside of a week to 10 days. Because plant breeders are giving you highly-developed varieties so eager to blossom, the faster you pick 'em, the faster they grow! Super-blooming plants that give you as many as 400--500--even 750 blossoms--all from one single plant! And your collection grows larger, more beautiful and valuable with each passing year!

This is the amazing flowering spectacle that's yours to enjoy--this growing season and for years to come--when you accept this offer now!

**You Get All 6 Plants In Your June-To-Frost Collection
For Only \$4.95. Best Planting Time Is Now
For Earliest, Fullest Bloom!**

Wouldn't you like to be among the first in your neighborhood to grow this super-blooming chrysanthemum collection? Then you must act now. For at this very moment, our entire available supply is being readied and conditioned for shipment.

After your order is received--at exactly the right moment of maturity--each of your young chrysanthemum plants is processed in a new type of humidifying container--and rushed to the waiting soil of your garden.

They're actually growing and "leafing out" in their individual "moist pack" containers--pre-fertilized to stimulate extra new growth so you'll receive them crisply alive in green, healthy vigor.

That's why they're so easy to plant and quick to grow! It only takes a few minutes to scoop out a few holes and plant them. That's why they give you such bountiful blooms the very first season planted.

**The Planting Season Is Short--Act Now!
This Offer May Be Withdrawn In Two Weeks**

Already we are being deluged with reservations from home gardeners who have heard the news of this June-to-Frost chrysanthemum collection. All indications are that every available plant will be snapped up by flower lovers within the next two to three weeks. And once they're gone--your opportunity to obtain this extraordinary collection may be gone for several seasons to come! Therefore, in order to protect you, all orders will be filled on a first-come, first-served basis. But you must send the

enclosed Air Mail reservation form within 10 days or we cannot guarantee delivery in time for fullest bloom this summer!

Only \$1 Brings Your Collection To You--
Pay Postman Balance On Delivery.

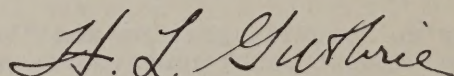
See DOUBLE-GUARANTEE OF SATISFACTION
ON ENCLOSED ORDER FORM

You need send only \$1 now to reserve your dream garden chrysanthemum collection. When plants arrive, pay postman only \$3.95 balance plus postage and C.O.D. handling charges for your set of 6 chrysanthemum plants. Or save the postage and C.O.D. fees by enclosing full \$4.95 payment with your order now. (See order form for savings on 2 or 3 sets.)

Either way you order--if you do not agree with us that these are the loveliest and most dramatic plant creations you have ever seen--that they will be the envy of your neighbors and stop traffic on your block with their huge colorful masses that can be seen a full block away--if they do not in every way fulfill your dreams of beauty and brilliance in your garden this summer and fall--then you are fully protected by our traditional 2-way guarantee of satisfaction plainly printed on the enclosed order form.

Happy Gardening!

Sincerely yours,

A handwritten signature in cursive script, reading "H. L. Guthrie". The signature is written in dark ink and is positioned in the center of the page, below the "Sincerely yours," text.

H. L. Guthrie
LAKELAND NURSERIES SALES